

APRIL 2020

NOTE: Our report includes all things COVID-19 and how our teams have worked to help our partners and stakeholders



AIRPORT SECTION

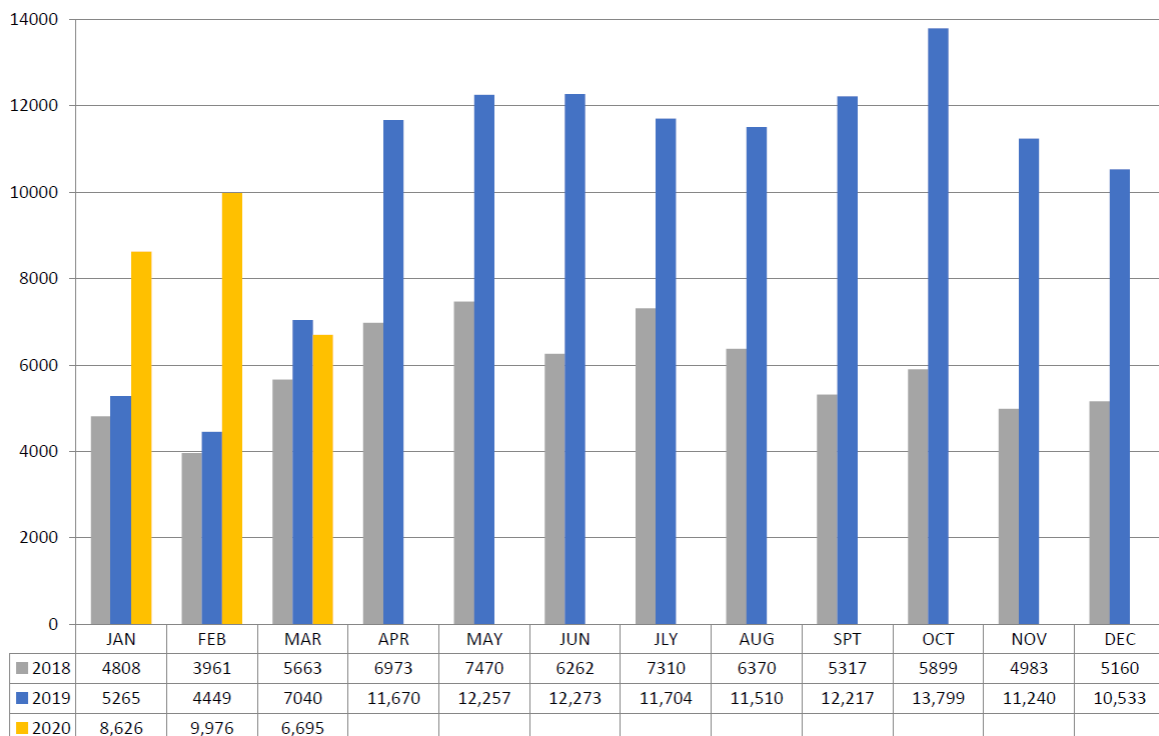


ENPLANEMENTS & AIRLINE ACTIVITY: (YTD percentage comparisons through March 2020)

345 enplanements less than prior year – the drop off started to occur the last week in March

We will report April in the May newsletter

ENPLANEMENTS 2018-2020



TOTALS

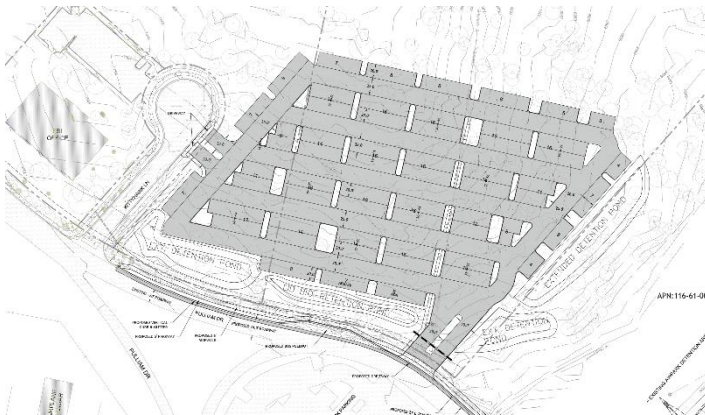
2018: 8,769 8.5% increase from 2017

2019: 9,714 11% increase from 2018

2020:

PARKING:

- **Concept A** was chosen for the new parking lot design. Staff is working on next steps for the parking lot as well as a pay-to-park system with premium and economy parking, 30 minutes FREE, and much more.



Concept A

- Approx. 413 parking stalls
- Approx. 16,988 S.Y.
- 41.1 S.Y./stall concept

LOCAL MARKETING:

Marketing the airport locally is ongoing

AIRPORT CARES ACT GRANT:

CARE GRANT NOTIFICATION:

The Flagstaff Airport was notified that we will be receiving \$18.1 million dollars to help support the airport and our tenants through this crisis. Staff is currently working on a spreadsheet that includes assisting our personnel, tenants, and other projects for the terminal. We will be bringing this before Council in the coming month for approval.



COMMUNITY INVESTMENT SECTION



BEAUTIFICATION AND ARTS & SCIENCE:

RELIEF GRANTS FOR ART, SCIENCE AND CULTURE NONPROFITS: Council expressed support for relief funds to move forward at their April budget retreat. The funding is from reallocating \$100,000 Art and Sciences BBB funds from capital projects that are stalled or anticipated for a later date to a relief fund to help our local nonprofits in these sectors weather the storm. The grants are in partnership with the Flagstaff Arts Council.

VISTA MEMBER HIRED FOR AUGUST START DATE: Clarisse Hayle accepted a year-long VISTA member position with the City of Flagstaff. Clarisse has a background in Environmental Education and Geology, and will be focused mainly on our Beautification program, outreach to local school and youth groups, and how we interface with STEM education. She is from Tennessee.

BUFFALO PARK INTERPRETIVE SIGNS INSTALLED: As the public enjoys a break from indoor quarantine, they are now greeted by colorful interpretive signs on the history and wildlife of Buffalo Park! The signs are National Park Service-

compliant materials. A huge thank you to the talented **Jennifer Schaber at Discover Flagstaff** for her *design work* and text edits on the panels!



OTHER PROJECT UPDATES:

- **New Courthouse Artwork:** Staff drafted an RSOQ for review by Procurement and continued lining up community stakeholders for selection panel.
- **Downtown Library Entry:** Staff determining best review process for public art component and the updated plans went to IDS for review. The team then decided that several components of the design required changes and will resubmit to IDS when ready. Team agreed that area for artwork could be designated as a placeholder and the artist would be selected to join the design team to give ideas for the art scope and placement.
- **Traffic Boxes:** Staff presented two locations for the demonstration traffic box art project to Property & Development; Staff furthered selection panel members with Deb Harris of SCA and community advocate Gaylene Soper. Staff drafted Memorandum of Understanding between Traffic Engineering and Beautification, Arts & Sciences to address division responsibilities and sent to legal for review.
- **Boys and Girls Club Mural** – the proposed free mural that is part of a Children’s book (each page is a mural in Arizona) was brought to Property & Development and is planned to move forward. See image below.
- **Flower Project:** A vendor was selected, and a new scope of work was discussed for flowers in our historic downtown.
- **East Flagstaff Community Library:** The Tween mural project inside the library is anticipated to move forward with input from youth remotely and a “Children’s Coalition” to guide the project.
- **Route 66 Monument at McCallister Ranch:** We received proposals for this bid and our Capital team partner on this is accepted the lowest bid in April. The stone monument is anticipated sometime this construction season.

- **Pluto Sculpture:** Staff reviewed several potential site locations and determined that two were viable for further research for this project. Location choice will determine scope of work for the project.
- *Above: Anticipated free mural at the Boys' and Girls' Club that is part of a children's book project.*



ECONOMIC DEVELOPMENT: (Business Attraction, Retention & Expansion)

WORKFORCE DEVELOPMENT: Has been advancing through **The Career Exploration Series**, an innovative effort to enhance connectivity between industry and education using Facebook and YouTube. Installments of the Career Exploration Series will introduce a different professional each Thursday such as Aaron Tabor, PhD, educator and entrepreneur with Axolotl Biologix or entrepreneur Arron Stump with Randy's Downtown Garage and 316 MotorWork, or Jim Corning, President of Nova kinetics AeroSystems, Inc. **Visit LAUNCH Flagstaff on Facebook or YouTube at 3:00 Flagstaff time every Thursday** to learn about the unique people in our community and the unique career paths that they have undertaken. If you are interested in being a presenter, please contact John Saltonstall at 928-606-9430 or jsaltonstall@flagstaffaz.gov. **Get ready to be inspired!**

ADAPTIVE REUSE PROGRAM: Business Retention and Expansion Office delivered the **Adaptive Reuse Program** which was approved unanimously by City Council. The Adaptive Reuse program for the City of Flagstaff which is intended to help eligible small businesses to activate existing vacant spaces. An eligible applicant will plan to locate in a space that is 5,000 square feet or smaller, will attend a free pre-application meeting with Development Services, has a current business plan, and is working with a design professional. With all criteria met, an applicant may be awarded \$5,000 to be used to cover related development fees. This is a great opportunity for small businesses in Flagstaff. For more information, please contact the City of Flagstaff Business Retention and Expansion Manager at 928-606-9430 or jsaltonstall@flagstaffaz.gov.

COVID-19: Economic Development staff continued to work with all other organizational offices to gather and deliver resources related to helping business navigate the COVID-19 environment. This has been a priority activity for the entire organization and for the community at large. These related efforts have been uplifting as the collaborative support is experienced by the various teams every day.

Flagstaff Career Exploration Series

April 23, 2020 at 3:00 p.m.

Today's Guest:
Callie Gabelman, Project Manager
Kinney Construction Services

Join Us **LIVE** and have **Your** Questions Answered
LIVE Streaming on both Facebook and YouTube at **3pm**

@LAUNCHFlagstaff LAUNCH Flagstaff



PARKING - PARKFLAG:

PROGRAM UPDATES: ParkFlag met with Passport, our new enforcement software company, to work on finalizing the statement of work. We are hoping to stay as close to our implementation timeline as possible. Unfortunately, Passport had to furlough several employees for a few weeks in April, but we should all be back to work next week to move this project forward.



IMPROVEMENT PROJECTS:

- All the ParkFlag staff have continued to help the streets department with refreshing red curbs in the downtown area. We are finishing up the north side of the downtown area this week and plan on moving to the south side of the downtown area next week. The parking spaces downtown look amazing! Thank you, Streets Department!
- ParkFlag staff began downloading a software update to our kiosks. This is a time intensive project that also involves deep cleaning each Kiosk. The staff also removed glue from 20 card readers that were vandalized in March.
- Thanks to a huge EV team effort, we finalized the new signs for the pay-to-park area, as well as new employee parking signs for City Hall and County lots.



COMMUNITY ACTIVITY: All the Parking Aides continue to be Ambassadors for the City of Flagstaff. We answer questions, give directions, and occasionally educate the public on proper parking procedures, mostly through conversations, though at times we have to do warnings and citations.

LIBRARY SECTION



ONLINE PROGRAMS: *Writers Who Lunch* is just one of several regular programs which have moved online during this closure. Jamie Paul (who leads the program at the Downtown Library), and Sarah Weatherby (who leads at EFCL), in collaboration with Writer-In-Residence Jen Guyer have kept this program going through google hangout chats. See the [great write-up in the AZ Daily Sun here.](#)

LIBRARY LOVE: A patron sent the following comment by email, ***"My family and I are eternally grateful for everything the library does. Please let me know if there is anything, we can do to help the library get through this difficult time."*** We told him that using our online resources and participating in our online programming is the best way to support us right now. In addition to the many grateful patrons we speak to on the phone and hear from via email, one community member, Dan Liguori, reached out to City Council saying, ***"I would like to personally compliment the City of Flagstaff Library on the excellent customer service to the public and residents of Flagstaff. The librarians and staff members have provided me great customer service and have been an honor to meet."***



GOODNIGHT FLAGSTAFF: Staff are partnering with members of the community to read a chapter of Harry Potter and the Sorcerer's Stone every night. Interested parties are asked to record themselves reading a specific chapter which is then uploaded as an audio file to [YouTube](#), Google Drive, and [Crater Community Radio](#). A new chapter is uploaded every night at 8pm and posted to the Library's Facebook page: www.facebook.com/flaglib/. ***Mayor Evans read the final chapter of book one on Easter night.***

TEXT SERVICE: We are now providing text reference services Mon-Fri from 10a-2p. Patrons can text us to renew their library cards, get questions answered, or get help finding information. We're also sending out weekly texts for each age group – early literacy tips to the preschool list, activity ideas to the children's list, anime recommendations & gaming tips to the teen list, and for adults, word of the week, this week in history, and a weekly haiku challenge!

CURBSIDE PICKUP: The library is offering curbside pickup for holds currently. In a single week of offering this service, from 10am – 4pm M-F.

AVAILABLE FROM HOME: A pre-recorded preschool story time put together by Youth Services staff is now available online. Jessica Archer upped the ante by adding special effects! This should be a lot of fun for our patrons watching from home. Our first had over 200 views. The photos are of some of our young patrons watching Jessica's story time.

3-year-old Radeen eating dinner while watching the Flaglib virtual story time



2.5-year-old Charlie singing along and doing the motions while watching the Flaglib virtual story time



DRIVE BY FUN: A popular source of fun for children during this quarantine has been for people to put teddy bears in their windows for families to drive by and see. Youth Services got in on this trend and in addition to putting up a teddy bear, they have decorated the windows to express love for our community.

NATIONAL LIBRARY WEEK: April 19-25 was National Library Week. Library Leadership wanted to recognize staff, who have adapted to an entirely new work dynamic with flying colors. Their hard work and commitment to continuing to provide services to our community is a great testament to the resilience of our profession and we thank them wholeheartedly!

DIGITAL MATERIALS BOOMING: We've seen a huge increase in the use of our digital platforms in the April. With a 211% increase in users compared to the same period last year, and a 191% increase in checkouts. A total of 2,526 people has checked out 8,592 items in a single month with an additional 2,248 items on hold.

NATIONAL VOLUNTEER WEEK: While the Library is run by many dedicated staff, we also have an amazing group of volunteers. In 2019, 51 people volunteered a total of 2,797 hours. Library volunteers have worked on numerous projects including correcting catalog records, weeding, mending, and digitization. The Friends of the Library had an additional 46 volunteers who put in 1,350+ hours of work. Our Friends volunteers help with the onsite, online, and annual book sales and brought in \$24K of revenue last year. Thank you to all our wonderful volunteers!

HOLDS: Wednesday April 22nd, the Library surpassed its previous record number of holds pulled (268 from Tues the 21st) by pulling 461 holds in one morning! Out of these 461 holds, 119 were sent to East Flagstaff Community Library for pick-up at that location. There were so many staff needed to organize a new holds shelf, consisting of seven eight-foot-long tables to hold them all! That's 112 linear feet of holds, or 1,393 items, available to pick up, stretching from our front door to the New Books shelf! Since we began offering curbside pick-up on April 8th, a total of 358 patrons have checked out 1,768 items. Our current hours for holds pick up is 10-2 weekdays at the Downtown Library as well as Wed from 2-5 and Saturday 10-2 at the Eastside location. It looks like we may need to increase the hours of this service soon due to popularity. Instructions for curbside pickup can be found on our website.

HOLD EFCL: Curbside service started at EFCL on Wed 4/15. In two days of service, staff distributed 143 items to 43 people. To accommodate this need, we are doubling our available days, and added a third phone (Thanks Library & City IT!).

Instructions for curbside pickup can be found on our website. As a note, all items that are returned are quarantined for a minimum of 72 hours before being made available to the next patron for check out.



TOURISM SECTION



LODGING METRICS: (From March – note we always report a month behind)

- **Occupancy** down -37.9%.
- **Average Daily Rate (ADR)** down -16.3%.
- **Revenue per available room (RevPAR)** up 4.2%.

Following are the metrics that apply to traditional accommodation for March 2020.

The occupancy and ADR (average daily rate) is a bit better than we were expecting. This is due to a few things, one is that we have heard that some folks from larger surrounding cities felt that Flagstaff was a safer place to be than their home cities; second, we still hosted crew business from the airlines, and third, the first half of the month we still had a reasonably robust visitation.

As the Discover Flagstaff team has been keeping the brand alive with a “We will be waiting for you” message, staying top of mind via digital, print, and social media. We are also preparing for local economic recovery efforts.

March	2019	2020	Diff	YTD
OCC	75.1%	46.6%	-37.9%	-13.9%
ADR	\$98.10	\$82.15	-16.3%	-6.5%
RevPAR	\$44.86	\$46.76	+4.2%	+4.2%
Ann. Supply	459,180	465,840		+1.5%
Ann. Demand	279,383	243,960		-12.7%

VISITOR CENTER:

- **Walk-ins and Retail Sales:** We're at zero since we closed the facility to the public during the COVID-19 crisis.
- **Flagstaff 365:** Staff updated events that are canceled or postponed and added virtual events that were missing from the calendar.
- **Visitor Services International:** Staff participated in biweekly Zoom calls with visitor centers around the US and Canada to share ideas and strategies during the closure.
- **Local Recovery Plan:** Staff developed a plan on how we can assist our partners with recovery when things begin to reopen. Our role will be assisting visitors in market and getting them into partner locations where applicable.

April	2019	2020	Change	FY19	FY20	Change
Walk-ins	9,774	0	-100%	92,767	105,188	13%
Retail Sales	\$25,109	0	-100%	\$201,056	\$202,744	1%
Visitor Survey	96%	0	-	96%	96%	-

TRAVEL TRADE:

MEETINGS: Weekly Webinars w/ US Travel Association and Miles Partnership, W2M Receptive Operator requesting Hotel contracts, and AOT German Trade, Doubletree, Grand Circle Association, and Sister Cities Board of Directors

NEWSLETTER & MORE: Worked on newsletter that features Flagstaff, continued to keep in contact with our international tour operators on the crisis and how its effecting our industry.

MEETINGS/EVENTS/CONFERENCES:

MEETING AND EVENT LEADS: Staff sent out 2 leads for a total of 720 room nights. The total estimated economic impact is \$172,080.

'IT PAYS TO MEET' CHANGES TO 'IT PAYS TO REBOOK': Staff have been working with a program where our meeting planners get an incentive to book their meetings in Flagstaff. With the crisis, there are a lot of meeting cancellations. We are revamping the program so that when it's safe to meet again, we encourage the meeting planners to re-book in Flagstaff. Details to come.

MARKETING & MEDIA RELATIONS: (Produced 17 print articles and 130 digital articles)

April Highlights:

Tourism Coverage:

Print (circ: 583k/value: \$77k) Broadcast (reach: 4m/value: \$853k) Digital (reach: 466m/value: \$842k).

COVID19 Coverage Related to Flagstaff Tourism:

Print (circ: 49k/value: \$14k) Broadcast (reach: 869k/value: \$83k) Digital (reach: 197m/value: 317k).

- Staff is happy to report that we are holding strong regarding media exposure with both value and circulation up compared to last year despite the shutdown,
- Lowell Observatory received coverage on April's supermoon,
- Lyrid Meteor shower and their virtual events,
- Arizona Snowbowl's new combination lift garnered media attention,
- Flagstaff tourism related to Covid-19 was centered around the national monument and Grand Canyon closures,
- Flagstaff's trail activities remained top-of-mind with digital articles and there were Flagstaff mentions on travel+leisure.com, planetware.com and sunset.com,
- Crowdriff.com, recognized Discover Flagstaff as a DMO in a nice blog about supporting local business with the Flagstaff Local campaign,
- Sister Wives continued to attract large audiences broadcasting in Flagstaff
- Diners, Drive-Ins and Dives highlighted Fat Olives in a special quarantine take-out episode that aired on the Food Network April 24th.

Below are a few digital highlights:

How to Visit a National Park Without Actually Visiting a National Park: <https://www.msn.com/en-us/Travel/travel-trivia/how-to-visit-a-national-park-without-actually-visiting-a-national-park/ar-BB122xWq>

Snowbowl Preparing for Arizona's First Combination Lift:

<https://www.newsbreak.com/arizona/flagstaff/news/00ewQ6Mw/snowbowl-preparing-for-arizonas-first-combination-lift>

Family travel five: Some safe havens in the summer of coronavirus:

<https://www.arcamax.com/homeandleisure/parents/parentnews/s-2347333>

Bucket-list Road Trips for Every Decade of Your Life: <https://www.travelandleisure.com/trip-ideas/road-trips/best-us-road-trips-for-every-decade-of-life>

11 Top-Rated Campgrounds in Arizona: <https://www.planetware.com/arizona/top-rated-campgrounds-in-arizona-us-az-39.htm>

How to catch Tuesday's 'pink moon,' the biggest supermoon of 2020: <https://www.cnet.com/how-to/how-to-catch-tuesdays-pink-moon-the-biggest-supermoon-of-2020/>

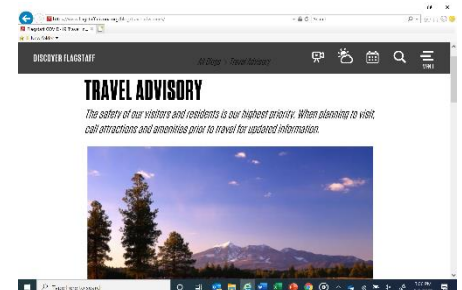
These Eight Towns Are Exceptionally Committed to Sustainability: <https://www.sunset.com/travel/dream-towns-sustainability>

How DMOs like Flagstaff and Little Rock Are Supporting Local (Roundup):

<https://crowdriff.com/resources/blog/flagstaff-little-rock-support-local>

WEBSITE:

- Website sessions continue an increase in sessions. Important to note -- April marks the anniversary of the site's new website launch in April 2019. People are reviewing our travel advisory page and aspiring to get here when it's safe as the **City of 7 Wonders** is the third most visited page.
- Earned media also continues with an uptick – stories are supporting road trips and safe summer travel.

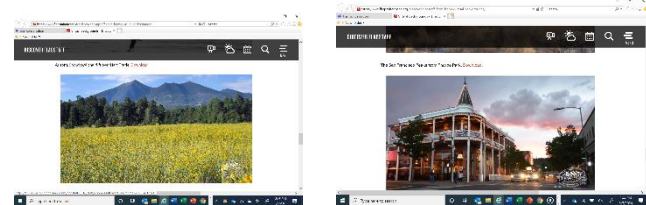
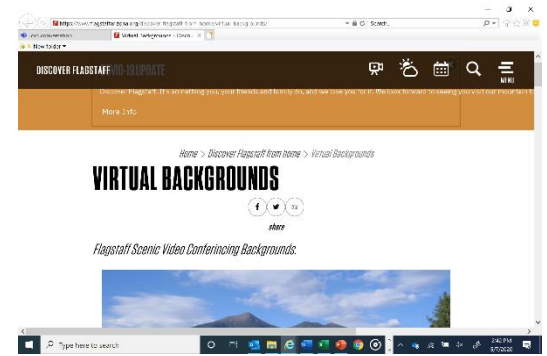
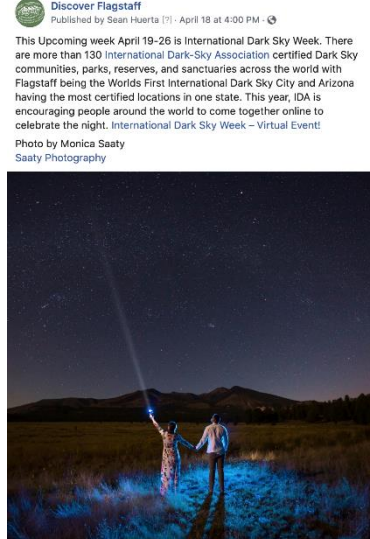
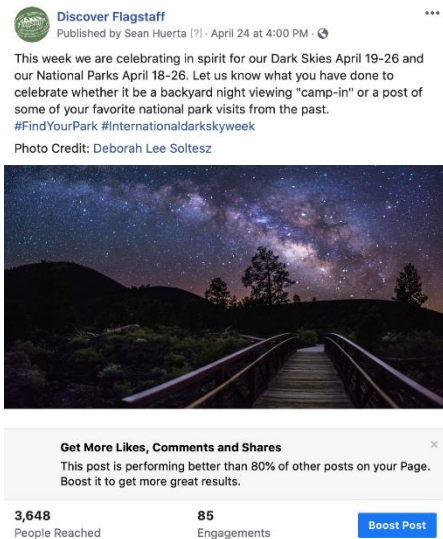


SOCIAL MEDIA:

- **INTERNATIONAL DARK SKY WEEK:** Put out a series of posts on International Dark Sky Week with three posts each on Facebook, Twitter, and two on Instagram featuring beautiful night sky photography approved to us from local and visiting photographers. One image was of Sunset Crater at night. In the posts we spoke on the idea of a “Camp-in” and cross posted about International National Parks Week
- **MOM-CATION** Began layout of landing page for the concept of Mom-cation with ideas for Moms who need to get-away for the weekend. <https://www.flagstaffarizona.org/plan-your-trip/momcationflagstaff/>

- **ZOOM BACKGROUNDS:** Created a series of Zoom/Video conference backgrounds that represent Flagstaff.

<https://www.flagstaffarizona.org/discover-flagstaff-from-home/virtual-backgrounds/>



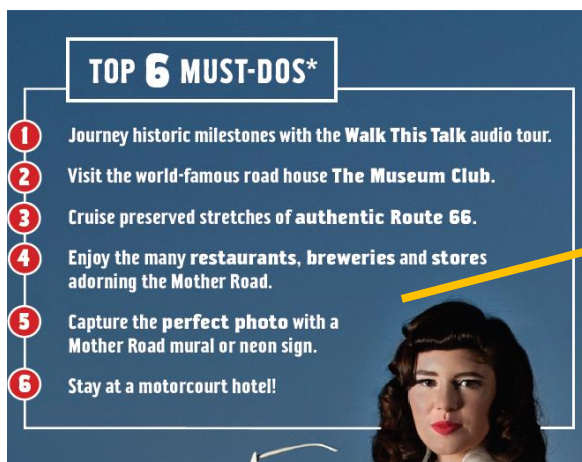
CREATIVE SERVICES:

VIDEO: Staff worked on several videos relating to COVID-19.

LOCAL RECOVERY: Staff designing a print piece based on the Local Recovery presentation to City Council at their budget retreat. This will be available for all residents.

ADVERTISING: Produced multiple digital display ads for AdTaxi, TripAdvisor, Sojern, Woobox, Tempest, Hike it Off Magazine online, and KPNX Ch12; produced print ads for *Phoenix Magazine*, *Route Magazine* and *D Magazine* (a Dallas-based publication); produced a digital billboards (and revision #1 for COVID-19) in Rancho Cucamonga and Palm Springs, CA, and the Legends district in Phoenix.

ROUTE 66 PROMOTION: Staff will be running as a full page in the June [Route Magazine](#).



FLAGSTAFF LOCAL – MY ACTIONS MATTER *more than ever!*

If you haven't taken the pledge, please do by going to flagstafflocal.com today!



THANK YOU FOR YOUR
CONTINUED PARTNERSHIP
WITH THE ECONOMIC
VITALITY DIVISION FOR THE
CITY OF FLAGSTAFF!

STAY WELL!

